



*Annual  
packages  
from  
£450 a  
year*

# Schools recruitment with Guardian Jobs

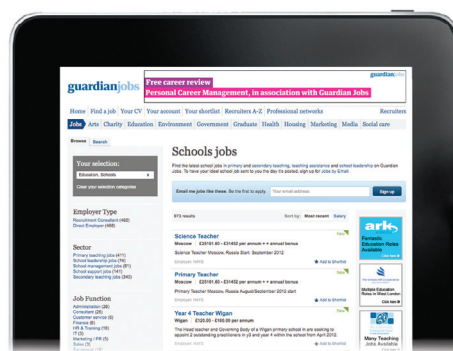
Recruiter Media Pack 2013/2014

*For more information visit [guardian.co.uk/recruiters/schoolsjobs](http://guardian.co.uk/recruiters/schoolsjobs)*

Guardian Jobs has been successfully sourcing talented candidates for employers and recruiters for over a decade and is suitable for all school job vacancies, whether senior leadership, school management, teaching or support staff.

## Save money on recruitment advertising

- Annual packages to cover all your recruitment from £450 per year
- 733,000 education professionals visit [guardian.co.uk](http://guardian.co.uk) in the UK, every month <sup>1</sup>
- 1.2 million monthly jobseekers use Guardian Jobs <sup>2</sup>
- Over 8,500 schools have used Guardian Jobs <sup>3</sup>
- 83% of schools advertisers would use Guardian Jobs again <sup>4</sup>



“ We have found Guardian Jobs to be a cost effective and user friendly recruitment tool, we recently advertised a vacancy for a Head of MFL and were very impressed with the quality and quantity of applicants we received, which ultimately led to us filling the position. ”

Wellington College

Being part of the Guardian family, you can also use Guardian Jobs to advertise across our Guardian print and online networks AND our partner and social media network of sites. This offers you a unique and unbeatable reach to both active and receptive jobseekers, so you know you'll get a great response.



## The Guardian - total education reach



**Guardian Jobs**  
1.2 million monthly unique browsers  
- 186,000 education professionals,  
more than any other sector <sup>2</sup>



**Guardian.co.uk**  
733,000 education  
professionals visit from the  
UK, every month <sup>1</sup>



**The Guardian newspaper**  
1.1 million daily readers and a  
dedicated education section  
every Tuesday. More education  
professionals read the Guardian  
each week, than the TES <sup>5</sup>



**Guardian Teacher Network**  
Over 130,000 members  
and 300,000 monthly  
unique browsers <sup>6</sup>



**Social media**  
Reach teachers on Facebook,  
LinkedIn and Twitter using the  
Guardian's social media reach

“ We have made a successful teaching appointment through advertising with Guardian Jobs and I would happily recommend them to other schools and businesses. ”

Woodkirk Academy

T: 020 3353 2010 :: E: [schools.enquiries@guardian.co.uk](mailto:schools.enquiries@guardian.co.uk)

“ Guardian Jobs has proven to be a cost effective and efficient tool in helping us with the recruitment of support staff roles within our school. ”

King's College School, London

## Guardian Jobs ratecard for schools\*

	Annual packages			One-off packages	
	Premium	Advanced	Standard	Schools j-Pack	School Keyrole
Annual packages from £450 a year	£1900 Primary £2500 Secondary	£1400 Primary £1900 Secondary	£450 Primary £950 Secondary	£500 all levels	£1400 all levels
Unlimited basic listings	✓	✓	✓	x1	
Unlimited enhanced listings	✓	✓		x1	x1
10x3 print advert	x2	x1			x1
'School Leaders' listing	✓			x1	x1
Unlimited Jobmatch emails	✓			x1	x1
Access to CV database	✓				
Audience Match (50K imp)					x1
Newsletter sponsorship					x1

\*Effective 1 April 2013

“ We placed an advertisement for a new Headteacher with the Guardian Jobs and found the perfect candidate who now heads our school. ”

Buckswood School, East Sussex

### Guide to inventory

Product	Description
Enhanced listing	Your advertisement appears on the right hand side of any relevant page of guardianjobs.co.uk and features your logo, job title, salary and location to ensure prominence on the sector/ search results.
Access to jobseeker CV database	Find your ideal candidate by searching our database of over 20,000 education CVs. You can even set up free email alerts so you are notified when relevant CVs are uploaded.
10x3 print advertisement	10x3 colour print advertisement (100mm x 94mm) in the Guardian recruitment section (any day of the week).

Product	Description
Job Match	This matches your vacancy precisely to our database of jobseekers' skills and sends an email to those suitable candidates (subject to availability).
Audience Match	Buttons/MPUs/Banners appear on any relevant sector pages across all of the Guardian's platforms and track a user by their profile, so you know your ad will appear in front of the right people. Advertisements are also matched to relevant profiles on Facebook and LinkedIn.
Education Guardian: 'School Leaders' section	Linage promoting your leadership role to the Guardian's education readers.

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